



NEWS LETTER ON

## FREQUENCY MODULATION

ISSUED WEEKLY FOR MEMBERS OF

**FM BROADCASTERS, INC. . . .**

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1730 EYE STREET, N. W. . . . . WASHINGTON 6, D. C.

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### LISTENING SURVEY FOR CLEAR CHANNEL HEARING

A survey of the amount and kind of listening done by families outside the primary service areas of U. S. radio stations--the largest ever attempted by a government agency--was proposed by FCC staff representatives on April 18 at a meeting attended by 28 industry attorneys and research men. The information would be used in connection with the forthcoming clear channel hearings.

Although industry supported the proposal it felt the survey should include listening both within and without the primary areas, a suggestion which would double the survey's scope. The original plan would involve sending out 200,000 mail questionnaires and personal interviews in 50 to 70 representative counties. The survey, to be completed by mid-summer, will not overlap the proposed RMB listening census. Industry was urged to take part in planning the technique and questions. Networks and other radio groups were invited to share the costs with the FCC. Research men from the Budget Bureau, Census Bureau and Department of Agriculture have been assisting the FCC in planning sampling techniques.

### TIGHTER RULES ON STATION REPORTS

The FCC on April 17 issued an order in Docket No. 6756 proposing a revision of rules relative to the filing of financial, ownership and other reports by licensees of standard, FM, television and international broadcast stations. It seeks deletion of Rules 1.361 and 43.1 and the substitution of new rules calling for financial reports at the end of each year, copies of contracts 30 days after execution, ownership reports each March 1 and interim ownership reports within 30 days after changes occur. Copies of the order are being mailed to all licensees. Oral argument has been set for May 21 at 10.30 A.M. Appearances must be filed on or before May 9 and must be accompanied by brief.

### PORTER OPENS PHILCO RELAY LINK

The late President Roosevelt was eulogized by FCC Chairman Paul Porter in a speech which marked the opening of Philco's Washington-Philadelphia television relay link on Tuesday evening, April 17. The Chairman spoke from the Statler Hotel where selected newsmen witnessed a demonstration of the broadcast taking place over station WPTZ Philadelphia. Pointing out that "obstacles of a technical and economic nature...must be overcome before television can be made available on the same widespread scale as sound broadcasting," he congratulated Philco on this "first" as an example "of the vigor with which these problems are being attacked."

FM REQUESTS PASS 400 MARK

Nine new requests for FM stations, filed with the FCC this week brought the total of applications on file to 405. The new applications follow:

LYNCHBURG BROADCASTING CORPORATION, Page street between Morgan and Mount View, Lynchburg, Virginia, for the Lynchburg area. Studios, Allied Arts Building, Lynchburg; transmitter, high peak in Tobacco Row range, north of Lynchburg; frequency, 48,700 kc; coverage, 29,530 sq.mi.; max. rated power, 10kw(RCA); estimated cost, \$45,500; link, wire line, 12 miles; antenna, six-bay turnstile (2.06) on 68-foot tower or mast to height of 100 feet above ground, 3,038 feet above sea level; radiation, 40,300 watts; population, 1,410,567; applicant licensee of WLVA.

REVIEW PUBLISHING COMPANY, 28-32 South Linden Avenue, Alliance, Ohio for the Alliance area. Studios, to be determined in Alliance; transmitter, two miles south of center of Alliance; frequency, 47,100 kc; coverage, 2,674 sq.mi.; max. rated power, 250 watts (GE); estimated cost, \$23,550; link, to be determined; antenna, two-bay circular (1.29) on 100-foot tower to height of 142 feet above ground, 1,367 feet above sea level; radiation, 395 watts; population, 314,657.

WSIX BROADCASTING STATION, Nashville Trust Building, Nashville, Tennessee, for the Nashville area. Studios, same; transmitter, Draughton Mountain, Brentwood, Tenn.; frequency, 46,100 kc; coverage, 16,000 sq.mi.; max. rated power, 10 kw; estimated cost, \$91,000; link, undetermined, 8.4 miles; antenna, four-bay circular on 310-foot tower to height of 392 feet above ground, 1,492 feet above sea level; radiation, 30,000 watts; population, same as WSM-FM.

ROANOKE BROADCASTING CORPORATION, Shenandoah Life Building, Roanoke, Virginia, for the Roanoke area. Studios, 301 First Street, Southwest, Roanoke; transmitter, west side of U.S. Route No. 221 near Airpoint, Va.; frequency, 47,100 kc; coverage, 34,350 sq.mi.; max. rated power, 10 kw; estimated cost, \$56,000; link, relay, 13 miles; antenna, six-bay turnstile (2.06) on 150-foot tower to height of 231 feet above ground, 4,061 feet above sea level; radiation, 38,200 watts; population, 1,969,900.

THE HAVERHILL GAZETTE COMPANY, 179 Merrimac Street, Haverhill, Massachusetts, for the Haverhill area. Studios, to be determined in Haverhill; transmitter, northwest of Haverhill; frequency, 46,500 kc; coverage, 4,350 sq.mi.; max. rated power, 1 kw (WE); estimated cost, \$28,725; link, wire line, 1.5 miles; antenna, four-bay turnstile (1.65) on steel tower to height of 325 feet above ground, 664 feet above sea level; radiation, 2,750 watts; population, 678,640.

EVERGREEN BROADCASTING CORPORATION, 2102 Smith Tower, Seattle, Washington, for the Seattle area. Studios, same; transmitter, same; frequency, 45,000 kc(?); coverage, 1,805 sq.mi.; max. rated power, 3 kw(GE); estimated cost, \$37,300; antenna, four-bay circular (1.86) on 508-foot building to height of 558 feet above ground, 588 feet above sea level; radiation, 10,350 watts; population, 626,700.

JAMES R. DOSS, JR., P.O. Box 4, Tuscaloosa, Alabama, for the Tuscaloosa area. Studios, to be determined in Tuscaloosa; transmitter, Broad and 24th Avenue, Tuscaloosa; frequency, 46,300 kc; coverage, 3,560 sq.mi.; max. rated power, 1 kw(RCA); estimated cost, not given; antenna, four-bay circular (1.86) on 200-foot building to height of 290 feet above ground, 510 feet above sea level; radiation, 3,120 watts; population, 145,307. Applicant licensee WARD.

HAGERSTOWN BROADCASTING COMPANY, 33 West Franklin Street, Hagerstown, Maryland, for the Hagerstown area. Studios, 33 West Franklin Street; transmitter, Quirauc Mountain, Washington County; frequency, 43,500 kc; coverage, 22,150 sq.mi.; max. rated power, 3 kw (GE); estimated cost, \$40,210; link, STL, 12 miles; antenna, eight-bay circular (2.66) on 71-foot steel tower to height of 235 feet above ground, 2,380 feet above sea level; radiation, 20,000 watts; population, 1,885,730. Applicant licensee WJEJ.

AUGUSTA BROADCASTING COMPANY, 8th and Broad Streets, Augusta, Georgia, for the Augusta area. Studios, same; transmitter, North Augusta; frequency, 46,300 kc; coverage, 8,947 sq.mi.; max. rated power, 3 kw (RCA); estimated cost, \$36,700; link, wire line, 3 miles; antenna, six-bay turnstile (2.06) on 185-foot steel tower to height of 250 feet above ground, 785 feet above sea level; radiation, 11,400 watts; population, 395,920; applicant licensee WRDW.

#### TEXAS DEVELOPMENTAL PROPOSED

A.H.Belo Corporation, 801 Commerce Street, Dallas, Texas, has applied for an FM developmental station to conduct studies on propagation, antennas and allocations as related to sites and power. The applicant proposes a composite set-up at the present site of standard station WFAA but asks a portable authorization in order to conduct studies from other locations. The station would use 1 kw or less on the 99,800 kc or other frequency as designated by the FCC. Ray Collins, technical advisor of WFAA and KGKO, would be in charge of the studies.

#### FMBI EMPLOYMENT-INVESTMENT PROJECTION

FM broadcasting will be a \$2,000,000,000 business employing 300,000 persons within a year following the lifting of restrictions on civilian goods. Moreover, it can be expected to grow into a \$10,000,000,000 enterprise in five years with employment increasing appreciably as more stations go on the air.

These statements, made in press releases last week, are substantiated by the FMBI projection which appears on the following pages. It is based upon accepted industry figures but is contingent upon FCC decisions concerning allocations and standards which will determine the freedom of development to be afforded FM.

The recent Sylvania survey revealed a market for 91,300,000 sets capable of receiving FM. The public wants 18,390,000 of these sets as soon as possible. This means employment for 262,000 persons for five years. Since most radio sets are replaced in seven years this employment can be reasonably permanent.

There are 608 localities now receiving standard broadcast. If these localities are to have full network coverage via FM, 2,432 stations will be needed. More than 400 FM applications are on file. The industry can build 300 first-year stations giving employment to 2,500. Expansion of this branch is needed to build 2,500 FM stations in five years. Increased employment will result.

The average radio station employs 25 persons. In the first year 346 FM stations would employ or cause employment for 17,300 persons. In five years 72,500 persons would be employed either directly or indirectly by 2,500 FM stations.

At \$100 per set the public would pay \$1,839,000,000 for FM sets in the first year and \$9,130,000,000 in five years. Broadcasters would spend \$19,990,000 to put up 300 first-year stations and \$166,587,500 to build 2,500 stations in five years. Operation would cost \$18,338,000 the first year and would total \$343,500,000 in five years.

FM Receiver Industry

Direct Employment -----	31,500
(Based upon \$63,000,000 labor content in)	
(manufacture of 18,390,000 FM sets with )	
(average worker getting \$2,000 per year.)	
Manufacturing overhead, 125% supervisory staff -----	39,500
Distribution, sales, dealers, etc. -----	<u>50,000</u>
Total Direct Employment -----	121,000
Indirect Employment -----	121,000
(Based upon usual doubling procedure for)	
(personnel employed in making components)	
(cabinets, etc. not included previously.)	
Receiver Service Men -----	20,000
Total Receiver Industry Employment -----	262,000

FM Transmitter Industry

Direct Employment -----	500
(Based upon \$1,000,000 labor content in)	
(manufacture of equipment for 300 first)	
(year FM stations with average employee)	
(receiving total of \$2,000 per year. )	
Supervisory personnel, 100% -----	500
Sales and distribution -----	250
Indirect Employment (see above) -----	1,250
Total Transmitter Industry Employment -----	2,500

FM Broadcast Industry

Personnel for 346 first-year FM stations -----	8,650
(Based upon 1944 employment figures for)	
(standard radio stations at average of )	
(25 persons employed by each station. )	
Indirect Employment -----	8,650
(Talent, production of transcriptions, )	
(recordings, equipment, supplies, etc. )	
Total Broadcast Industry Employment -----	<u>17,300</u>
GRAND TOTAL ESTIMATED FM FIRST YEAR EMPLOYMENT -----	281,800

First Year

Public wants total of 18,390,000 FM receivers at  
(Sylvania survey)

Average cost of \$100 per receiver for  
(Manufacturer estimate)

Total Retail value of ----- \$1,839,000,000

Industry can build 300 FM broadcast stations at  
(Manufacturer estimate)

Average cost of \$66,635 per FM station for  
(FCC Docket No.6651 Exhibit)

Total Investment of ----- 19,990,500

Broadcasters will spend \$53,000 to operate  
(FMBI estimate)

Each of 346 FM stations during first year for

Total Investment of ----- 18,338,000

GRAND TOTAL FIRST YEAR DOLLAR VOLUME ----- \$1,877,328,500

Five Years

Public wants total of 91,300,000 FM receivers at  
(Sylvania Survey)

Average cost of \$100 per receiver for  
(Manufacturer estimate)

Total retail value of ----- \$9,130,000,000

Industry must build 2,500 FM stations at  
(Full network-608 areas)

Average cost of \$66,635 per station for  
(Docket No.6651 Exhibit)

Total Investment of ----- 166,587,500

Broadcasters will spend \$53,000 per year to  
(FMBI estimate)

Operate each of 2,500 stations (6,500 unit years) for  
(300 first year)  
(700 second year)  
(1,200 third year)  
(1,800 fourth year)  
(2,500 fifth year)

Total Investment of ----- 343,500,000

GRAND TOTAL FIVE-YEAR DOLLAR VOLUME ----- \$9,640,087,500

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